

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization International Bureau



(43) International Publication Date
21 October 2004 (21.10.2004)

PCT

(10) International Publication Number
WO 2004/091187 A3

(51) International Patent Classification⁷: H04N 7/16, 9/00, 7/173, 7/025, 7/10, G06F 3/00, 13/00

(71) Applicants and

(72) Inventors: ODDO, Anthony, Scott [US/US]; 20 Austin Street, Hyde Park, MA 02136 (US). RENGER, Thomas, L. [US/US]; 630 Wakefield Court, Long Beach, CA 90803 (US). HOSEA, Devin, F. [US/US]; 300 Western Way, Princeton, NJ 08540 (US). THURSTON, Nathaniel, J. [US/US]; 1 North End Avenue, Suite 1115, New York, NY 10281 (US). PERDON, Albert, H. [US/US]; 9 Marlborough Street, Apt. 51, Boston, MA 02116 (US).

(21) International Application Number:
PCT/US2004/010311

(22) International Filing Date: 2 April 2004 (02.04.2004)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/459,933 3 April 2003 (03.04.2003) US

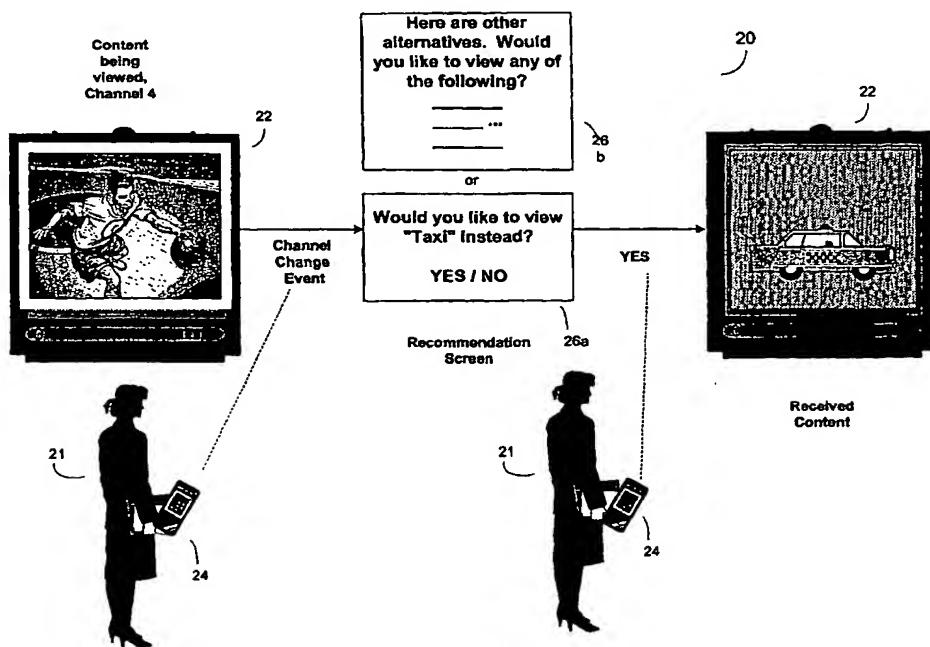
(71) Applicant (for all designated States except US): PREDICTIVE MEDIA CORPORATION [US/US]; 689 Massachusetts Avenue, Cambridge, MA 02139 (US).

(74) Agent: SPEIDEL, Paul; Gesmer Updegrove LLP, 40 Broad Street, Boston, MA 02109 (US).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

[Continued on next page]

(54) Title: CONTENT NOTIFICATION AND DELIVERY



(57) Abstract: Disclosed are methods and systems for displaying content recommendations (26b) to a television viewer (21). In one aspect of the invention, when the user changes channel (24), the system displays contact recommendations (26b) to the user (21) before going to the next channel. The recommendations are based on user profiles and/or aggregated multi-user content (214). In a further aspect, the user (21) can decide on one of the recommendations (or answer a yes/no query) to migrate to the corresponding content (22).



(84) **Designated States** (*unless otherwise indicated, for every kind of regional protection available*): ARIPO (BW, GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— *with international search report*

(88) **Date of publication of the international search report:**
31 March 2005

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US04/10311

A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : H04N 7/16, 9/00, 7/173, 7/025, 7/10; G06F 3/00, 13/00
 US CL : 725/14,24,35,45,46,47,50,61; 705/14; 700/129

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
 U.S. : 725/14,24,35,45,46,47,50,61; 705/14; 700/129

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
 East: recommendations, recommending, targeted, advertising, profile

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 6,177,931 B1 (ALEXANDER et al) 23 January 2001 (23.01.2001), Column 13, Lines 46-55; Column 14, Lines 1-7, 47-62; Column 15, Lines 4-9; Column 17, Lines 39-67; Column 18, Lines 1-67; Column 19, Lines 1-67; Column 22, Lines 19-67; Column 23, Lines 1-67; Column 24, Lines 1-40; Column 28, Lines 11-67; Column 29, Lines 1-67; Column 30, Lines 1-67; Column 31, Lines 1-67; Column 32, Lines 22-67	1-20

Further documents are listed in the continuation of Box C.

See patent family annex.

* Special categories of cited documents:

- "A" document defining the general state of the art which is not considered to be of particular relevance
- "B" earlier application or patent published on or after the international filing date
- "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)
- "O" document referring to an oral disclosure, use, exhibition or other means
- "P" document published prior to the international filing date but later than the priority date claimed

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"&" document member of the same patent family

Date of the actual completion of the international search

Date of mailing of the international search report
10 DEC 2004

15 November 2004 (15.11.2004)

Name and mailing address of the ISA/US

Mail Stop PCT, Attn: ISA/US
 Commissioner for Patents
 P.O. Box 1450
 Alexandria, Virginia 22313-1450

Authorized officer

Chris Grant

Telephone No. (703) 305-4700

Faxsimile No. (703) 305-3230